

# CROSSWALK FOR 5 A DAY STATE STRATEGIC PLANNING

## National 5 A Day Steering Committee and Nutrition and Physical Activity Work Group (NUPAWG)

### NATIONAL LEVEL

Coordination among government, non-profit,  
industry sectors and national, state and community levels

#### 5 A Day Steering Committee

#### Nutrition Physical Activity Working Group

State/community programs  
(Infrastructure/capacity building)

Communication

Industry

Policy/Advocacy  
(Environmental/policy change)

Research/evaluation

Leadership, Planning, Coordination  
Community Infrastructure/Programs  
Programs for Child/Youth  
Health Care Delivery

Mass Communication

Environment, systems, policy change

Surveillance, Epidemiology, Research

Increase fruit and vegetable  
consumption to 5 A Day for  
75% of Americans by 2010

Promote healthy eating  
and physical activity

### PLANNING COMPONENTS STATE LEVEL

Initiate strategic planning process with appropriate partners. Include industry, state, regional,  
local professionals, citizens, researchers, communication specialists, policy, advocacy experts ...